



Exploiting the social meanings of urban vernaculars in advertising: effects of Citélanguage

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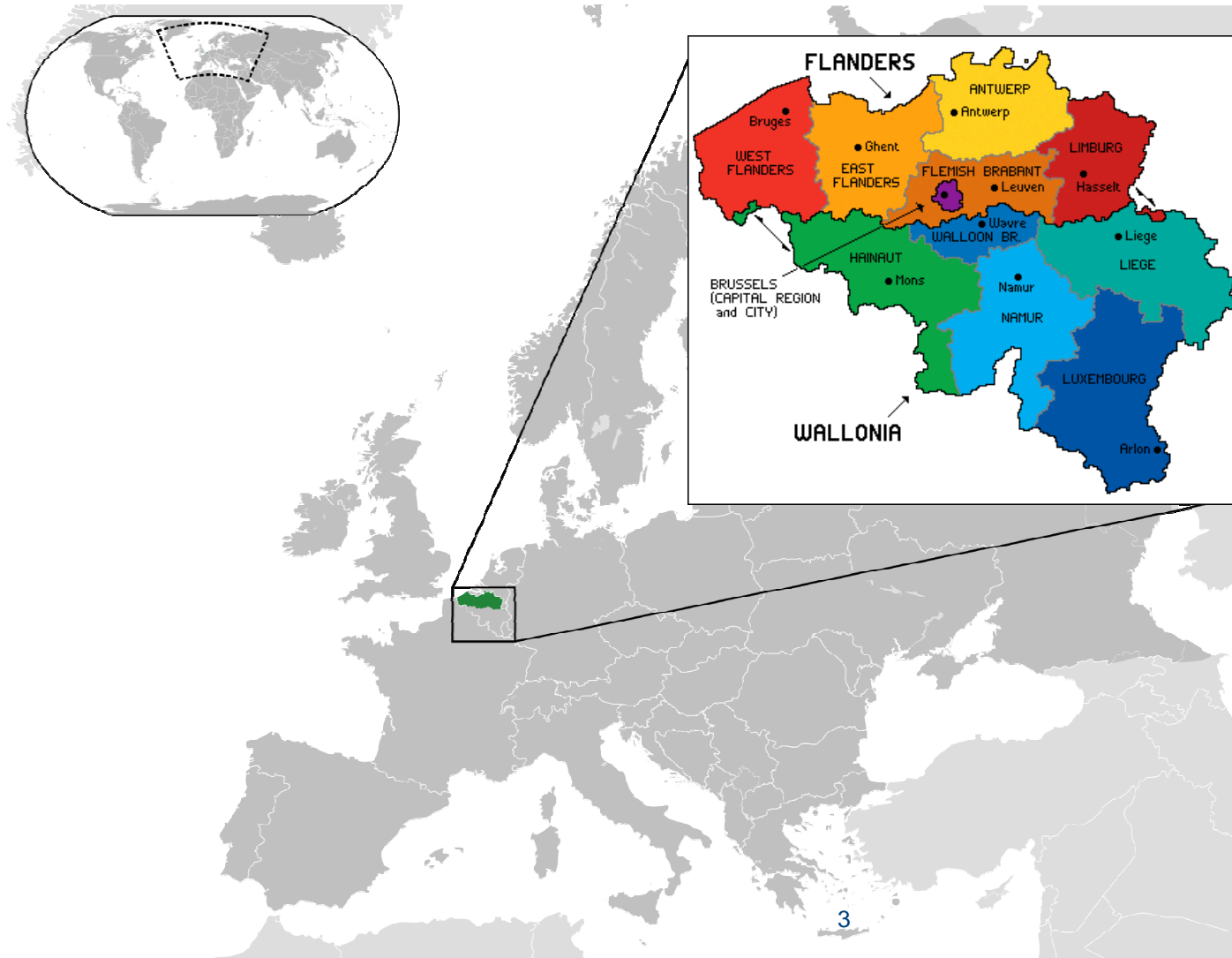
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Overview

- Where we are
- Urban vernaculars and Citélanguage
- How mainstream is it?
- Can Citélanguage be effective in advertising?
 - Speech Accommodation / Language Expectancy
 - Symbolic meanings of language
- Our experimental design
 - Free response task * Affective norms
- What we've learned
- What's next

Where we are



3 Regions:

Brussels
Flanders
Wallonia

3 Communities:

- the Dutch-speaking *Vlaamse Gemeenschap*
- the French-speaking *Communauté Française*
- the German-speaking *Deutschsprachige Gemeinschaft*

4 Language areas:

Brussels = bilingual



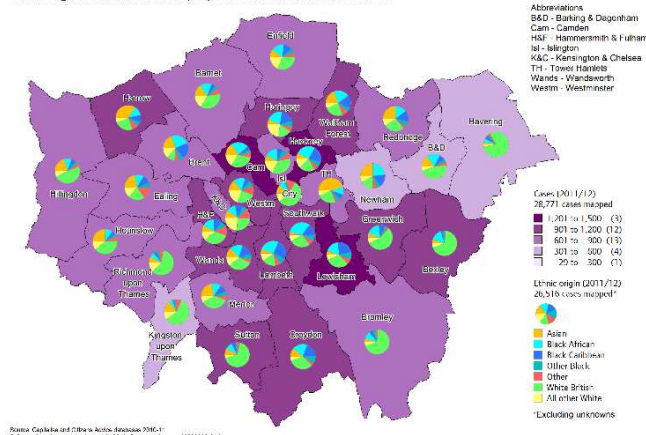
Urban vernaculars

inner-city
neighborhoods

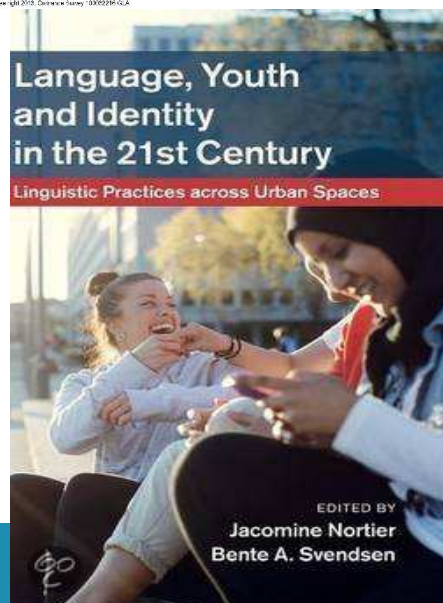


a significant number of speakers
have **multilingual backgrounds**
(migrant background)

Ethnic origin of debt advice clients, Capitalise and Citizens Advice 2010-11



**new variants of the local majority
languages**, associated with informal
registers & adolescent speakers



Citélanguage

- Dutch + Moroccan, Italian, Turkish, ...

former ghettoized
parts in mining
areas in Limburg

- Palato-alveolarization of [s] + C: *stijl* 'style', pronounced as [ʃteil] instead of [steil]
- **Generalization of the masculine article *de*** (and demonstrative *die*) instead of the neutral article *het* (and demonstrative *dat*): *de / die meisje*
- **Loan translations** 'wa make' en 'bordel maken'
- **Shifts in meaning of Dutch words** ('vies', 'scheef gaan')



Mainstream(?)

Yes - popularity

Citétaal, (Algemeen) Cités, Genks, kapotte Vlaams

Diffusion by local *and* Flemish media:

- Hiphop scene - Youtube
- TV series (*Spitsbroers* and *Safety First*)
- Advertising / city marketing



KU LEUVEN

Mainstream(?)

Yes - De-ethnification (Marzo & Ceuleers, 2011)

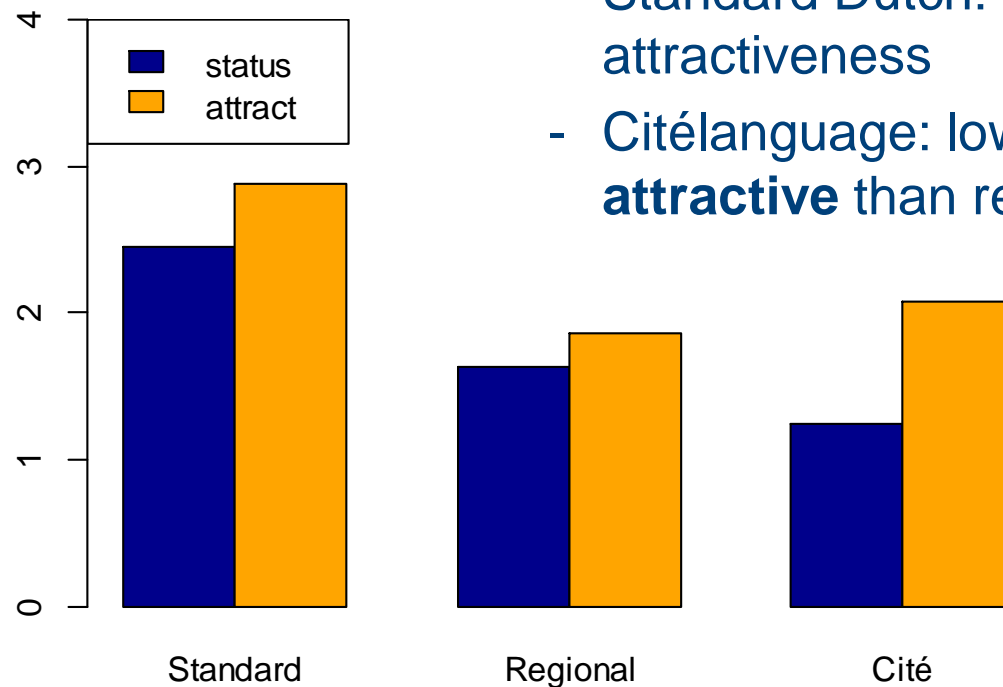
- From ethnolectal Dutch
 - language of the cités of youngsters from migrant descent
 - spread among local (native Flemish) youngsters
- **now**: a symbol of localness:
“nieuw Genks” or authentic Genk vernacular for youth

Mainstream(?)

Not just yet! - Opposite associations (Marzo, 2015)

Status/prestige * language variety ($p < 0.05$)

- Standard Dutch: highest status and attractiveness
- Citélanguage: lowest status, but **more attractive** than regional Limburg variety



Citélanguage effective in advertising?

Yes - Speech Accomodation Theory (Giles, Taylor and Bourhis, 1973; Giles and Billings, 2004)

- adapt language to audience => recognize the cultural identity of your audience => appreciation

Probably - Language Expectancy Theory (Burgoon, Denning & Roberts, 2002)

- Break the norm => draw attention
- Positive attitudes *if* norm breaking is accepted
 - Youth language perceived as a violation of 'their' world (den Ouden & Van Wijk, 2007; Koslow e.a., 1994)

Hypotheses and research questions (1)

H1: Youngsters respond more favorable to ads in Citélanguage than in Standard Dutch

RQ1: Do advertising responses among youth vary according to socio-cultural backgrounds?

Gender, age residence and migration background

Citélanguage effective in advertising?

It depends - Symbolic meaning of language

- Foreign languages in advertising evoke positive/negative associations (Kelly-Holmes, 2000; 2005)
- Country of origin effect: recognition of language activates stereotypes \Rightarrow transfer to product (Hornikx e.a. 2005; Hornikx e.a. 2007)

How does this apply to Citélanguage?

Research questions (2)

- RQ2: **Which social meanings do youngsters attribute to Citélanguage** and how do these vary according to their socio-cultural backgrounds (gender, age, residence and migration background)?
- RQ3: To what extent can socio-cultural consumer characteristics and social meanings attributed to Citélanguage **predict advertising responses**?

Mixed Design Experiment

- **Stimuli:** slogans created with local speakers
- **Sample:** 126 respondents from two cities in Limburg (12-25 years old)
- Within-subjects:
 - Dutch|Cité and Cité|Dutch
- Between-subjects:
 - Residence (Genk|Beringen)
 - Migration background (yes|no)
 - Associations...



	Local Genk	Non- local
Migrant background	31	27
No migrant background	11	40
Total	42	67

Associations: Free Response Experiment

(Grondelaers & Van Hout 2010; Koeman et al., 2017)

- ***Do you notice something about the language of this ad? [open question]***
- ***Give the first three adjectives that come to mind*** (as 'red' in 'a red coat', or 'long' in 'a long sleeve')
- Boers, marginaal, lelijk, niet respectvol, dom...
(for peasants, marginal, ugly, disrespectful, stupid...)
- Genk, Limburg, shtijl, hip, jongeren...
(Genk, Limburg, shtijl, hip, youth...)
- Spontaan, grappig, speels, origineel, vernieuwend, ...
(Spontaneous, funny, playful, original, new...)

Affective norms

(Moors et al., 2013)

3 adjectives scored on scales from 1-7:

- Valence
- Arousal
- Dominance

Examples: 'bold' – 'foolish'

	Valence	Arousal	Dominance
'Young'	5.33	4.67	3.77
'Childish'	2.75	4.11	2.8

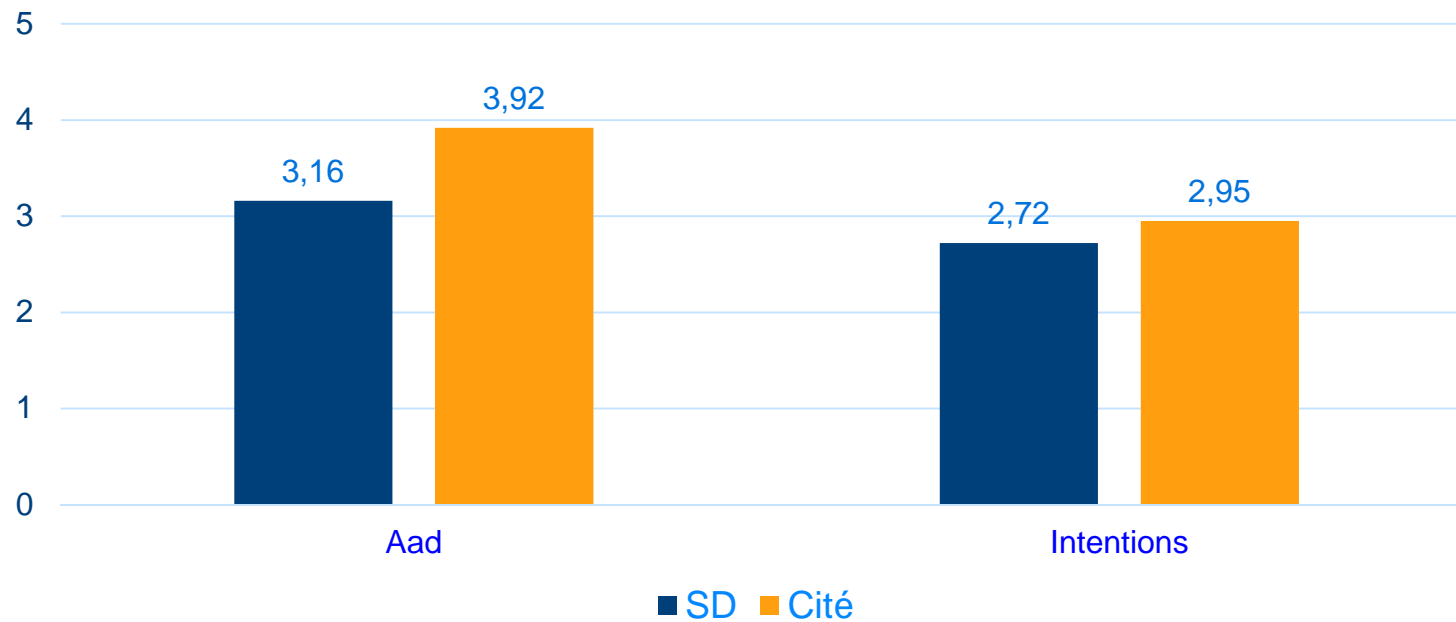
Advertising reponses

- Attitudes towards the ad (12 items; 7 points)
 - 6 differential scales: annoying | amusing – boring | attractive...
 - 6 Likert scales: appealing, easy to understand, ...
- Consumer intentions (4 items; 7 point Likert scale)
 - Self-estimated likelihood of gathering info, try, buy or look for sellers

Results

Citélanguage vs. Standard Dutch

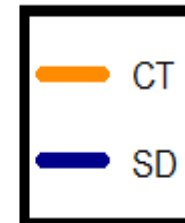
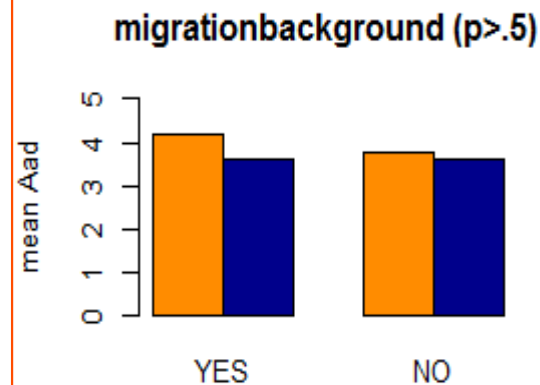
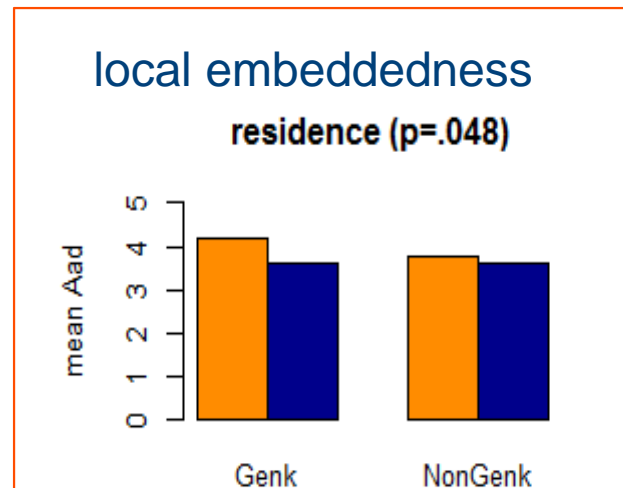
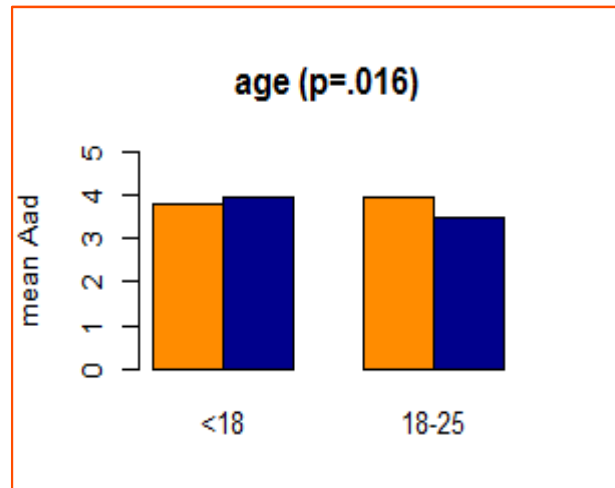
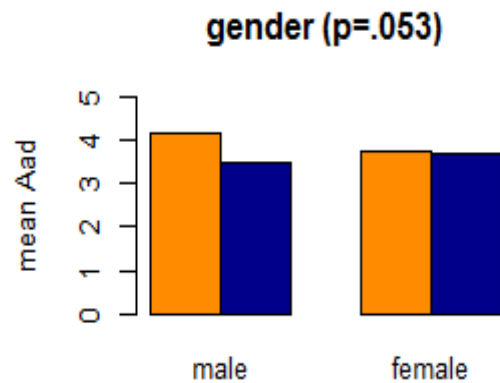
Aad and consumer intentions for Citélanguage vs. Standard Dutch



($t(108) = -2.72, p = .008$)

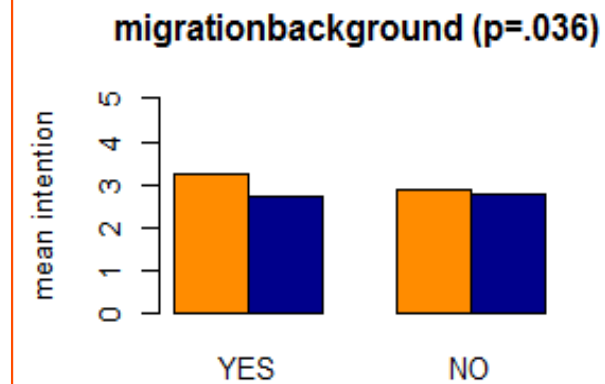
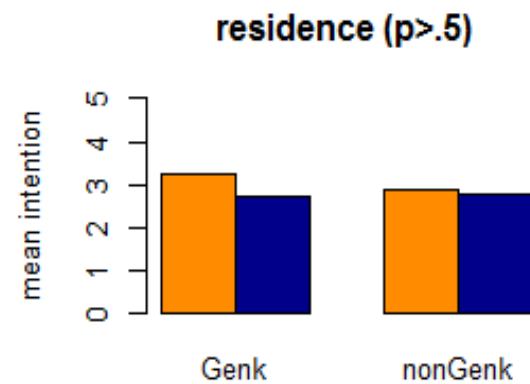
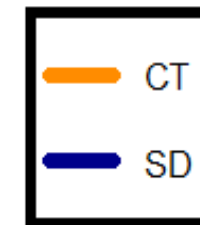
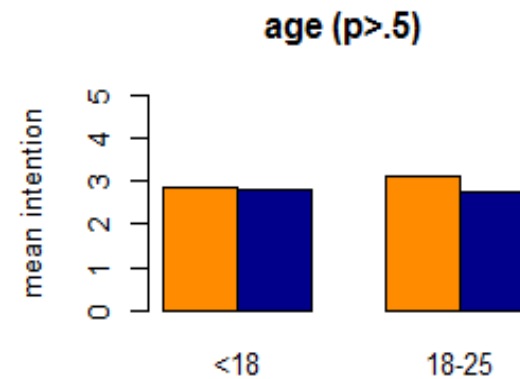
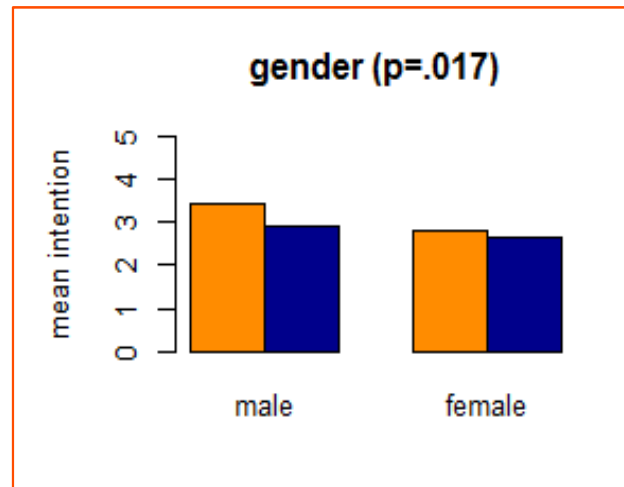
($t(108) = -2.24, p = .027$)

Results – Aad

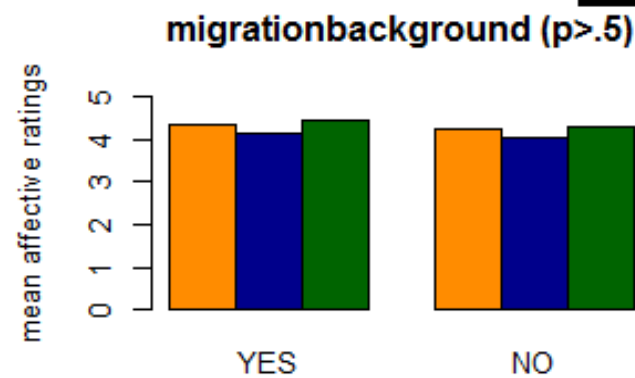
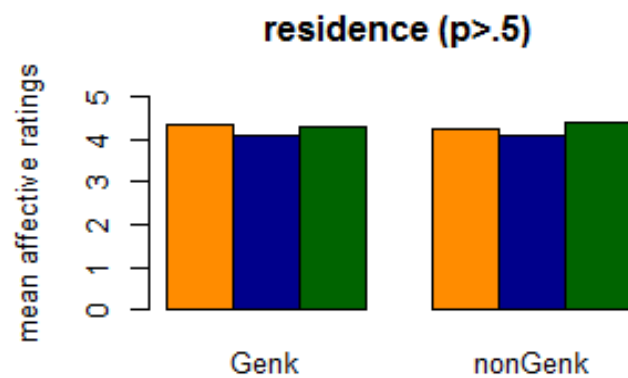
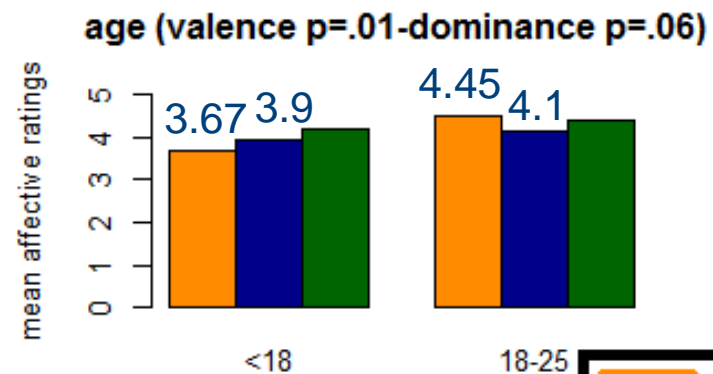
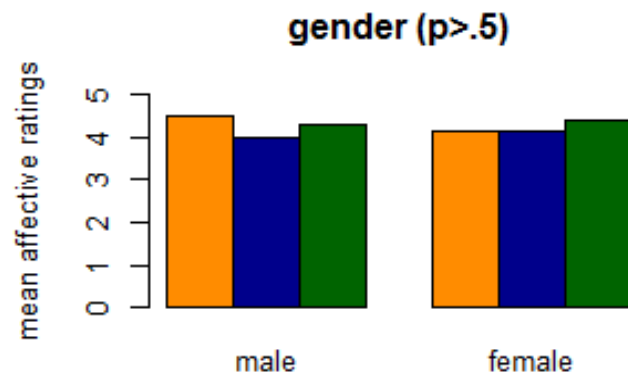


$F(1,108) = 4.504, p = .036, \eta^2 = .040$.

Results – Intentions



Results - Social meanings



What predicts advertising responses?

- Aad: local residence (Genk) and valence

	Estimate	Std. Error	Pr(> z)	
(Intercept)	2.23055	0.30327	4.22e-11	***
Valence	0.36082	0.06607	3.14e-07	***
ResidenceNonGenk	-0.36813	0.19386	0.0603	*

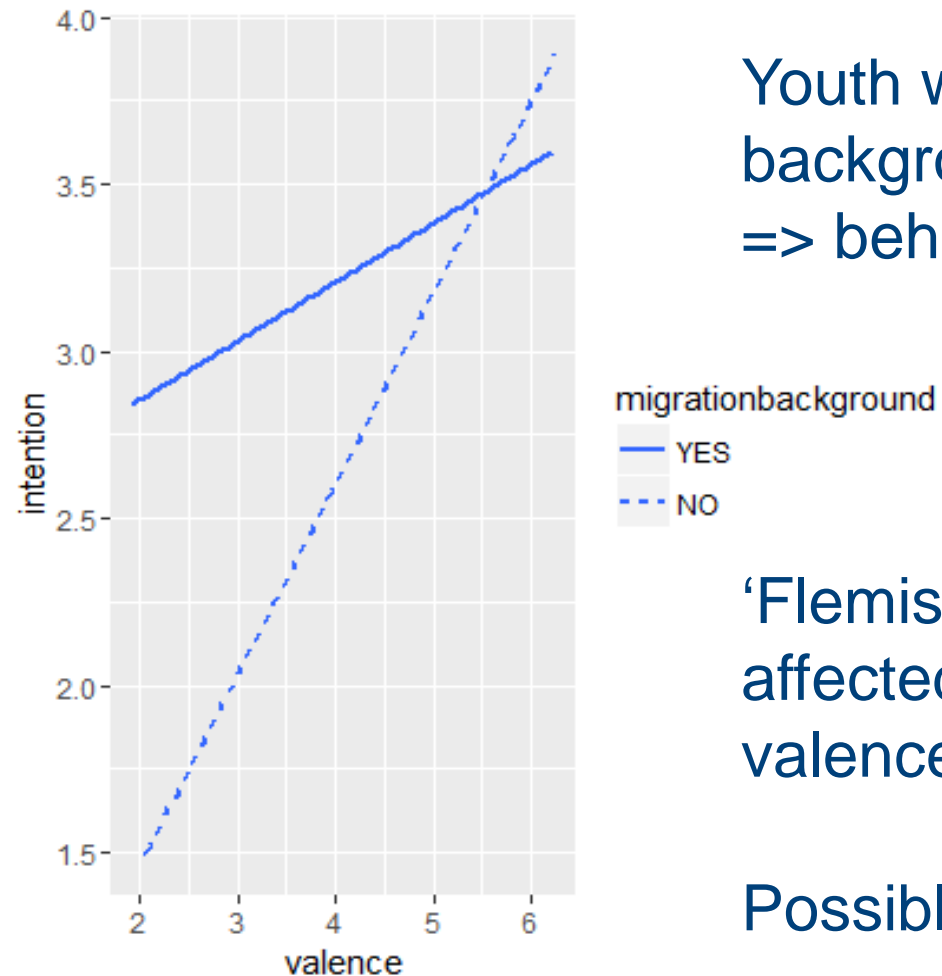
$R^2 = 0.2306$ (p <.00001)

- Consumer intentions: migration background + interaction with valence

	Estimate	Std. Error	Pr(> z)	
(Intercept)	1.54705	0.84229	0.06911	*
Valence	0.09811	0.12170	0.42199	
MigrationbackgroundNo	-2.14631	0.73049	0.00407	**
Dominance	0.31467	0.22432	0.16366	
MigrationbackgroundNo: Valence	0.38824	0.16287	0.01895	*

$R^2 = 0.2066$ (p <.00001)

Interaction of migration background and valence



Youth with and without migration background differ in perception
=> behavioral responses

‘Flemish’ youth lower intentions,
affected more strongly by
valence

Possible distantiation

What we've learned

- Both consumer backgrounds and social meanings attached to Citélanguage affect advertising responses
 - Distinguish between attitudinal and behavioral responses:
 - liked in Genk, bought by ethnic roots
- Citélanguage viable accommodation strategy, but...
 - 'Flemish' youngsters' intentions strongly depend on social meanings attributed
 - Uni- and multivariate analyses not univocal:
 - Boys tend to favor Citélanguage, but do not attribute higher valence, dominance or arousal scores

What's next?

Much more...

- products, slogans, media
- language varieties
- predictors
 - Educational level / language proficiency
 - Specific measurements of local/ethnic identifications
 - Perceived targetedness
- Interdisciplinary collaboration

THANKS FOR LISTENING
Full paper accepted for Intercultural
Pragmatics

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